

Client: Amy Chelini
 Product:
 Campaign: Nov 6 2012 Election

Station Order

Letizia
 5460 Desert Point Drive
 Las Vegas, NV 89118
 702-777-2121

Estimate No.:
 Contract No.:
 Job No.:

Rev #: 2
 Flight From: 10/17/2012 to 11/06/2012

Buyer Name: Denise Bankert
 Sweeps: Share Jul 2012 -> HUT/PUT Nov 11

Market: LAS VEGAS
 Station: KSNV
 Station Contact: Larry Rosenberg

Actg. Order No.: 8050
 WS Order No.: 16182
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross					Total Spots	DMA P 55+ (R)	
				Rate/ Total	Oct 15	Oct 22	Oct 29	Nov 05			
1	--WRF-- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$600.00	3				3	1.4 \$142.86	
2	MTWRF-- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$1,800.00		5	4		9	2.0 \$100.00	
Comment: 1X 10/29											
3	M----- 04:30A-05:00A	EM 30	WAKE WAGNER	\$200.00 \$200.00				1	1	2.4 \$83.33	
4	--WRF-- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$1,350.00	3				3	3.2 \$140.63	
5	MTWRF-- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$3,600.00		4	4		8	3.2 \$140.63	
Comment: 1X 10/29											
6	M----- 05:00A-06:00A	EM 30	WAKE WAGNER	\$450.00 \$900.00				2	2	3.0 \$150.00	
7	--WRF-- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$2,100.00	3				3	3.3 \$212.12	
8	--RF-- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$1,400.00			2		2	3.1 \$225.81	
9	M----- 06:00A-07:00A	EM 30	WAKE WAGNER	\$700.00 \$700.00				1	1	4.3 \$162.79	
10	--WRF-- 07:00A-09:00A	EM 30	WAKE WAGNER	\$900.00 \$1,800.00	2				2	5.2 \$173.08	
11	MTWRF-- 07:00A-09:00A	EM 30	TODAY SHOW	\$900.00 \$2,700.00		1	2		3	4.7 \$191.49	
Comment: 3X 10/29											
12	M----- 07:00A-09:00A	EM 30	TODAY SHOW	\$900.00 \$900.00				1	1	4.1 \$219.51	
Comment: 1X11/5											
13	--WRF-- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$850.00	2				2	2.7 \$157.41	
14	MTWRF-- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$2,550.00		3	3		6	3.0 \$141.67	
15	M----- 12:00P-12:30P	DT 30	NOON NEWS	\$425.00 \$425.00				1	1	3.2 \$132.81	
16	--WRF-- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$1,450.00	2				2	3.3 \$219.70	
17	MTWRF-- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$3,625.00		2	3		5	3.5 \$207.14	
18	M----- 04:00P-05:00P	EF 30	FIRST NEWS	\$725.00 \$725.00				1	1	3.2 \$226.56	
19	---S- 06:30P-07:00P	PA 30	WHEEL/JEOP	\$525.00 \$1,050.00		1	1		2	4.1 \$128.05	
20	---S- 06:00A-07:00A	EM 30	SAT EARLY NEWS	\$350.00 \$1,050.00	1	1	1		3	1.1 \$318.18	
21	--WRF-- 04:30A-05:00A	EM 30	WAKE WAGNER	\$50.00 \$50.00			1		1	1.4 \$35.71	
22	MTWRF--	EM	TODAY SHOWII	\$425.00			1		1	3.4	

Advertiser: Amy Chelini
Campaign: Nov 6 2012 Election

Station Order
LAS VEGAS - TV

Station: KSNV

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross					DMA P 55+ (R)
				Rate/ Total	Oct 15	Oct 22	Oct 29	Nov 05	
23	09:00A-10:00A M-----	30	EM TODAY SHOWII	\$425.00				1	1 4.3
	09:00A-10:00A	30		\$425.00					\$98.84
24	MTWRF--	DT	DR. PHIL	\$450.00			2		2.0
	03:00P-04:00P	30		\$900.00					\$225.00
25	MTWRF--	DT	RACHEL RAY	\$325.00			1		1.9
	11:00A-12:00P	30		\$325.00				1	\$171.05
26	M-----	DT	RACHEL RAY	\$325.00				1	2.9
	11:00A-12:00P	30		\$325.00					\$112.07
					\$32,225.00	16	17	25	9 67
						47.2	71.8		
						48.7	30.4		
Monthly Totals									
Month	Spots	GRP/GRLs		Station Gross Dollars		Station Gross CPP/CPM			
Oct	33	95.9		\$15,800.00		\$164.75			
Nov	34	102.2		\$16,425.00		\$160.71			
	67	198.1		\$32,225.00		\$162.67			

Comments

Station Remarks:
10/23- Revised Traffic
Run new spot effective immediately 10/23.
ElectAmyCheliniREV2.
Spot has been sent to your station. 10/22.

Revised Traffic: 10/17
Run 10/18-11/5- DO NOT RUN SPOTS PAST 11/5.
Elect Amy Chelini REV @ 100%
Please switch out creative asap.
Please sign and return traffic
Spot will be sent to stations 10/17 by noon.

Traffic: 10/16
Run:
10/17-10/17 - DO NOT RUN SPOTS PAST 10/5.
Elect Amy Chelini @ 100%
Spot will be sent by 2pm 10/16.

By: _____

Advertiser: Amy Chelini
Campaign: Nov 6 2012 Election

Station Order
LAS VEGAS - TV

Station: KSNV

Comments